What is claimed is:

1. A computer program comprising:

a vocabulary database comprising machine readable data corresponding to a plurality of vocabulary words and a lexical impact value respectively corresponding to each vocabulary word for a chosen lexical impact scale;

comparison instructions comprising machine readable instructions for comparing a plurality of text words of a writing to the vocabulary database to determine lexical impact values for the chosen lexical impact scale for each text word that corresponds to a vocabulary word; and

output instructions comprising machine readable instructions for outputting the lexical impact value of the text words for the chosen lexical impact scale that correspond to vocabulary words as output data.

2. The computer program of claim 1, wherein the output instructions further comprise machine readable instructions for outputting an overall lexical impact value of the text words in the writing for the chosen lexical impact scale.

3. The computer program of claim 2, wherein the overall lexical impact value is the average lexical impact value of the text words for the chosen lexical impact scale.

4. The computer program of claim 3, wherein the average lexical impact value is a per word value averaged over the entire writing.

5. The computer program of claim 3, wherein the average lexical impact value is a per word value averaged over a portion of the writing.

6. The computer program of claim 3, further comprising comparison instructions including machine readable instructions for comparing the average lexical impact value for the chosen lexical impact scale to a predetermined lexical impact threshold value.

7. The computer program of claim 6, further comprising display instructions including machine readable instructions for generating a visual display, perceivable by the author, indicative of exceeding a predetermined lexical impact average threshold value.

8. The computer program of claim 4, further comprising comparison instructions including machine readable instructions for comparing the average lexical impact value for the chosen lexical impact scale to a predetermined lexical impact threshold value.

9. The computer program of claim 8, further comprising display instructions including machine readable instructions for generating a visual display, perceivable by the author, indicative of exceeding the predetermined lexical impact threshold value.

10. The computer program of claim 1, further comprising display instructions including machine readable instructions for generating a visual display, perceivable by the

author, corresponding to each individual word that exceeds a predetermined lexical impact threshold value.

11. The computer program of claim 10, wherein each word that exceeds the predetermined lexical impact threshold value is highlighted within the writing.

12. The computer program of claim 11 wherein the words are highlighted by a variation in the color of the text words.

13. The computer program of claim 11 wherein the words are highlighted by a variation in the color of the text words.

13. The computer program of claim 1, wherein the computer program is configured to operate over a website interface.

11. A computer program comprising:

a thesaurus database comprising machine readable data corresponding to thesaurus groupings and rankings for each thesaurus grouping, with respect to a plurality of lexical impact scales;

input instructions comprising machine readable instructions for receiving a requested text portion for a chosen lexical impact scale;

retrieval instructions comprising machine readable instructions for retrieving a thesaurus grouping corresponding to the requested text portion; and

output instructions comprising machine readable instructions for outputting the thesaurus grouping including potential replacement words and corresponding rankings.

12. The computer program of claim 11, wherein the thesaurus grouping only includes potential replacement words from the chosen lexical impact scale.

13. The computer program of claim 12, wherein the thesaurus grouping only includes potential replacement words that have a positive valence with respect to the chosen lexical impact scale.

14. The computer program of claim 12, wherein the thesaurus grouping includes zero valence substitutions.

15. The computer program of claim 11, wherein the thesaurus grouping includes out-of-scale substitutions.

16. The computer program of claim 11, wherein the potential replacements are sorted by valence.

17. The computer program of claim 16, wherein the potential replacements are also sorted alphabetically.

18. The computer program of claim 11, wherein the thesaurus database further comprises machine readable data corresponding to homonym groupings and aural impact rankings for each homonym grouping.

19. The computer program of claim 18, wherein each word that includes undesirable aural effects is highlighted within the writing.

20. The computer program of claim 19 wherein the words are highlighted by a variation in the color of the text words.